

Overarching Programmes

Name of the Programme	Products Included	Start	End	Description	How to claim?	Description
Sony Education Programme	See full included products list in the T&Cs link	*Ongoing		Fixed discount for Educational Establishments	PromoPlace	More details
Sony Student Programme	See full included products list in the T&Cs link	*Ongoing		Fixed discount for Students	PromoPlace	More details
Sony ICE Programme	See full included products list in the T&Cs link	*Ongoing		Fixed discount for ICE	PromoPlace	More details

*Exchange rates and Products reviewed Quarterly

Promotions Directly From Sony to End-User

Name Promotion	Products Included	Start	End	Description	How to claim?	Description
FS5M2+ ATOMOS Shogun Inferno Cashback	PXW-FS5M2/FS5M2K + ATOMSHGIN-FS5	01/06/18	30/09/18	Cashbacks directly for end-users on sell-out when buying PXW-FS5M2/FS5M2K together with ATOMSHGIN-FS5	PromoPlace	More Details
PXW-Z90, HXR-NX80 Trade-in	PXW-Z90, HXR-NX80	01/07/18	30/09/18	Cashback of 300 EUR when Buying PXW-Z90 or HXR-NX80 trading in your old Professional Camera with XLR Audio	PromoPlace	More Details
PXW-Z150 Cashback	PXW-Z150	01/07/18	31/08/18	Cashback of 450 EUR when Buying PXW-Z150	PromoPlace	More Details

Packages to Order Directly Via Sony1

Package Reference	Included Components	Start	End	Description	How to claim?	Description
PXW-X70/4K	PXW-X70 + CBKZ-X70FX 4K upgrade	*Ongoing		Special price when purchasing PXW-X70 with CBKZ-X70FX	Order specific reference	More details
AXS-A512S48/4pcs	4 x AXS-A512S48	*Ongoing		Special price when purchasing a pack of 4 AXS-A512S48	Order specific reference	More details
AXS-A512S48/6pcs	6 x AXS-A512S48	*Ongoing		Special price when purchasing a pack of 4 AXS-A512S48	Order specific reference	More details
MCX-500/2CAMKIT	MCX-500 + RM-30BP + 2 x HXR-NX5R	*Ongoing		Special price when purchasing MCX-500 with RM-30BP and 2 HXR-NX5R	Order specific reference	More details
MCX-500/KIT	MCX-500 + RM-30BP	*Ongoing		Special price when purchasing MCX-500 with RM-30BP	Order specific reference	More details
MCX500Z150CAMKIT	MCX-500 + RM-30BP + 2 x PXW-Z150	*Ongoing		Special price when purchasing MCX-500 with RM-30BP and 2 HPXW-Z150	Order specific reference	More details
UWP-D Dual Channel UWP-D Kit	2 x UTX-B03, 1 x URX-P03D, 1 x SMAD-P3D	*Ongoing		Special price when purchasing 2 x UTX-B03, 1 x URX-P03D, 1 x SMAD-P3D	Order specific reference	More details

UWP-D PRO Dual Channel UWP-D Kit	2 x UTX-B03, 1 x URX-P03D, 1 x SMAD-P3D, 2 x ECM-77BMP	*Ongoing	Special price when purchasing 2 x UTX-B03, 1 x URX-P03D, 1 x SMAD-P3D, 2 x ECM-77BMP	Order specific reference	More details
DVF-EL200/AT	1x DVF-EL200, 1 x CBK-55AT	*Ongoing	Special price when purchasing DVF-EL200 with CBK-55AT	Order specific reference	More details

*Starts when reference 1st appears on Price List

Quantity Breaks or Special Discounts to be implemented by Sales Office

Name of the Promotion	Products Included	Start	End	Description	How to claim?	Description
BRC Quantity Break	BRC-Z330, BRC-H900, BRC-Z700, BRC-H700P, BRC-H800, BRC-X1000 and related packages	Ongoing		<ul style="list-style-type: none"> • 5% discount when purchasing 3 pieces or more • 10% discount when purchasing 10 pieces or more 	SPA – Via Sales Office	More details
Monitors Quantity Break	LMD-A170, LMD-A170/R, LMD-A240, LMD-A220, LMD-B170 , LMD-B240	Ongoing		<ul style="list-style-type: none"> • 5% discount when purchasing 5 pieces or more • 10% discount when purchasing 10 pieces or more • 15% discount when purchasing 20 pieces or more 	SPA – Via Sales Office	More details
ECM-77 Quantity Break	ECM-77B, ECM-77BC, ECM-77BMP, ECM-77BP	Ongoing		<ul style="list-style-type: none"> • 10% discount when purchasing 50 pieces or more 	SPA – Via Sales Office	More details
Ex- Word Cup Monitors	LMD-A240/WC LMD-A170/WC PVM-X550/WC PVM-A170/WC BVM-E171/WC	Ongoing		<ul style="list-style-type: none"> • Mix of 1 to 9 pieces • Mix of 10 to 19 pieces • Mix of 20 to 29 pieces • Mix of 30 pieces or more 	SPA – Via Sales Office	More Details